

Winning and losing brands

1997

Consumer Context

- Cool Britannia
- Stability
- Security
- Potential

Winning brands

New Labour
Virgin
Prêt à Manger
First Direct

Losing brands

Conservative
BT
Rover

2001

Consumer Context

- Greater prosperity
- Political apathy
- Dependence on tech
- Fear

Winning brands

Tesco
FCUK
Apple
Diesel Audi

Losing brands

BA
Consignia
Sainsbury's
Coca Cola

2005

Consumer Context

- Cynicism/anger
- Global warming
- Community
- Economic stability

Winning brands

Google
Waitrose
Top Shop
Honda
EasyJet

Losing brands

McDonalds
Burberry
Mercedes

2009/10 Winning and Losing brands

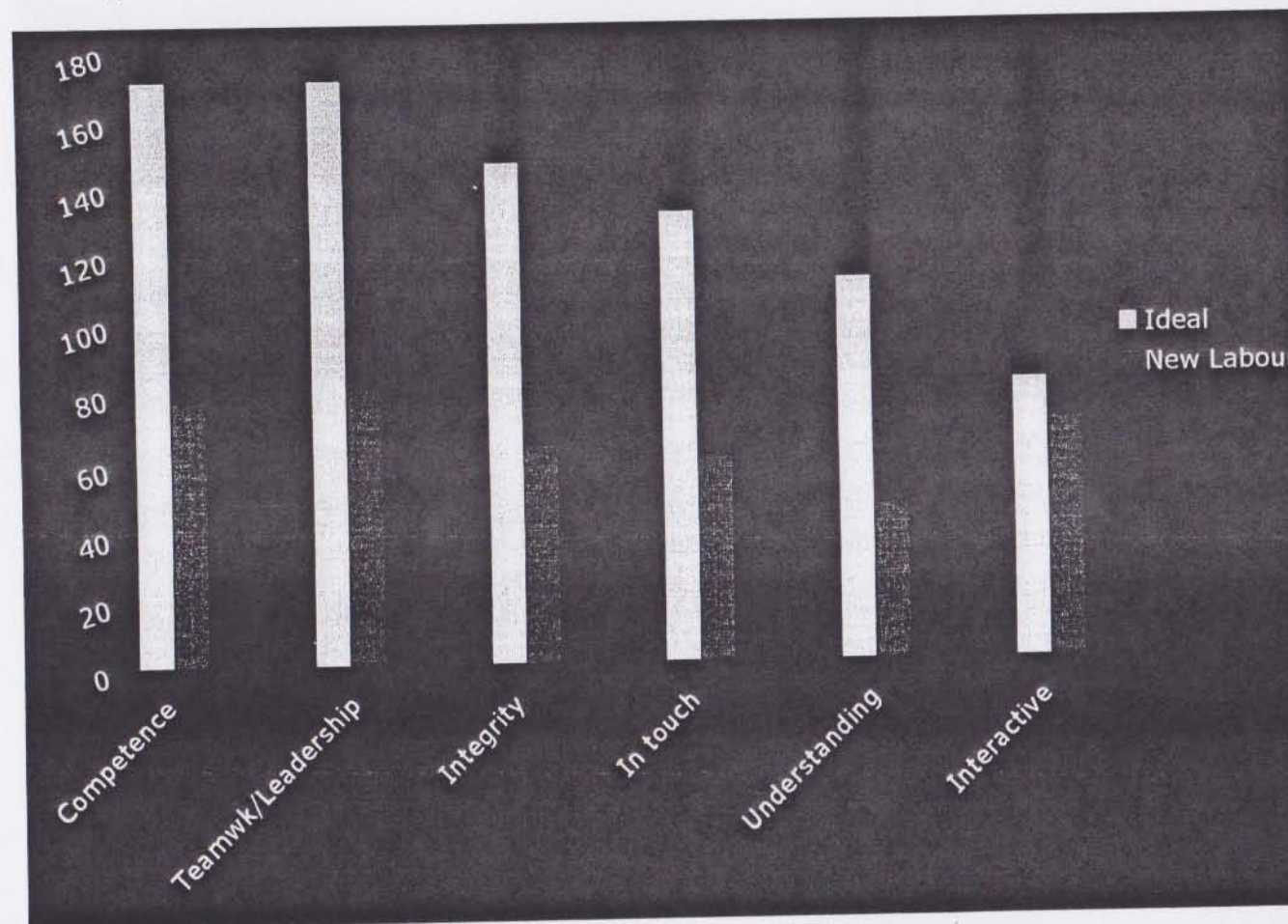


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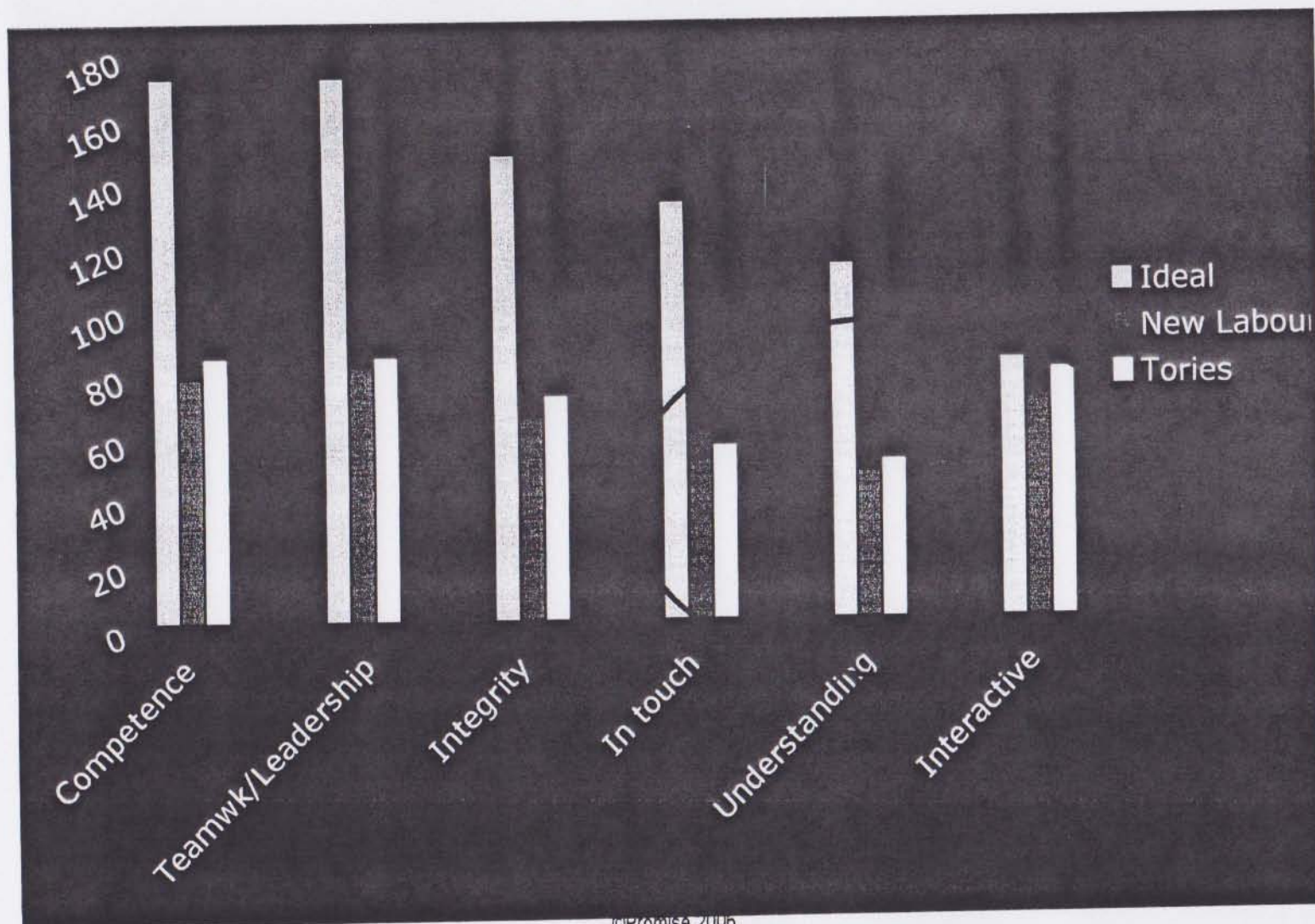


The Battleground to May 2005

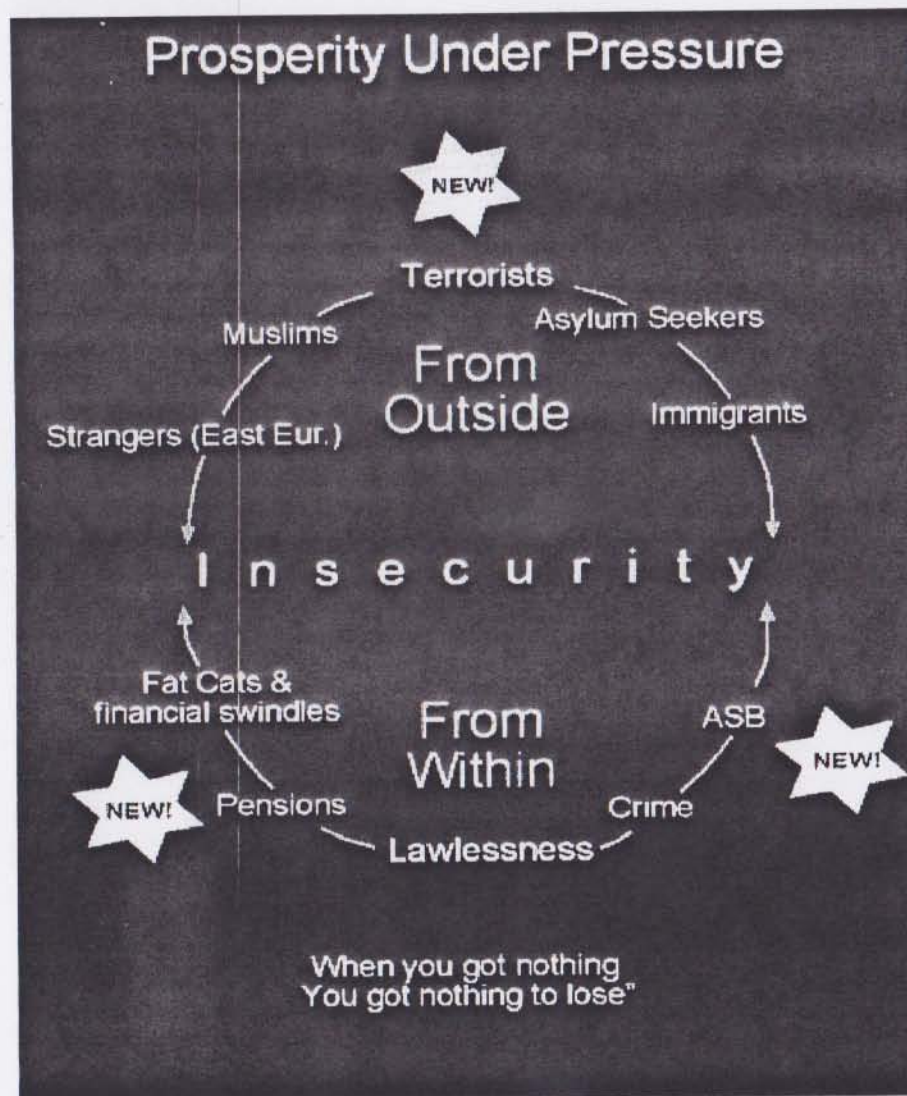
A Brand problem : The attributes of political parties



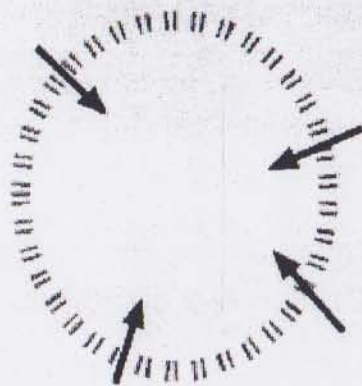
The Tories Are Virtually Identical:



Explaining Dissatisfaction:



The Love Affair with New Labour



Thatcher & Blair both achieved
iconic status with the electorate

In Thatcher's case people did not get
'personal' with her.
Her iconic status was based upon respect
And fear.

With Blair in 1997 that status was built
on novelty

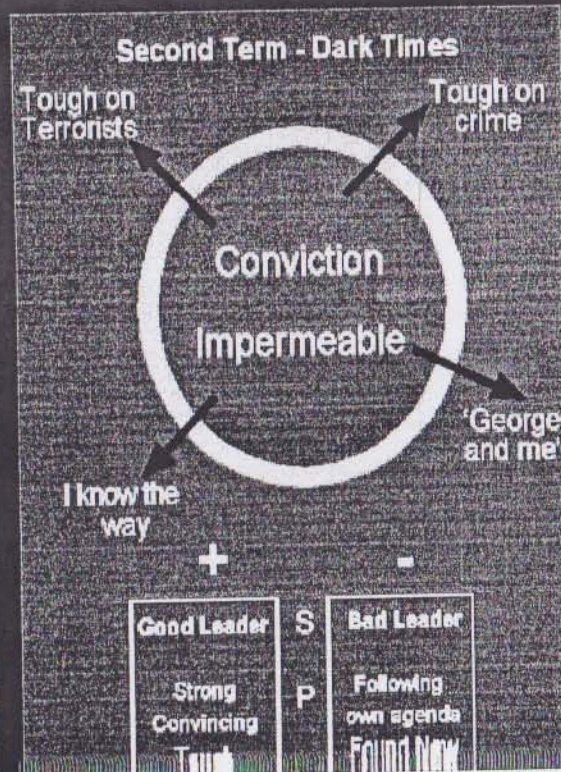
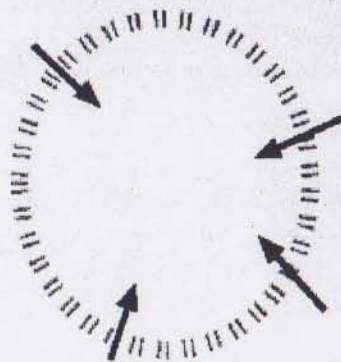
And love.

He was the people's prime minister,
In touch, empathetic, one of them.

Promise

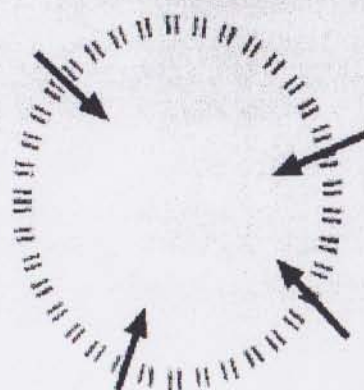
Stage Two: Post 9/11

Reconnecting New Labour



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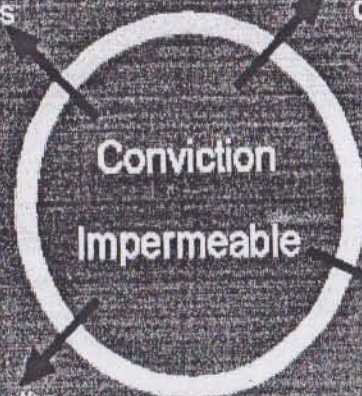
Reconnecting New Labour



Second Term - Dark Times

Tough on Terrorists

Tough on crime



I know the way

'George and me'

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Good Leader

Strong
Convincing
Tough
Determined
World Player
World Leader
World Standing

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Bad Leader

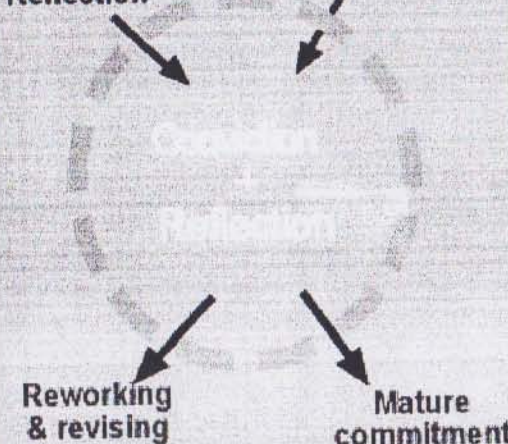
Following
own agenda
Found New
Love (US)
Bigger than us
Arrogant/sure
he's right
Them not us

Tough Leader

Third Term - Brighter Times

Reflection

Listening



Reworking
& revising

Mature
commitment

In Summary: Brand positioning 1997-2005

*I want a
party that
'INSPIRES'*

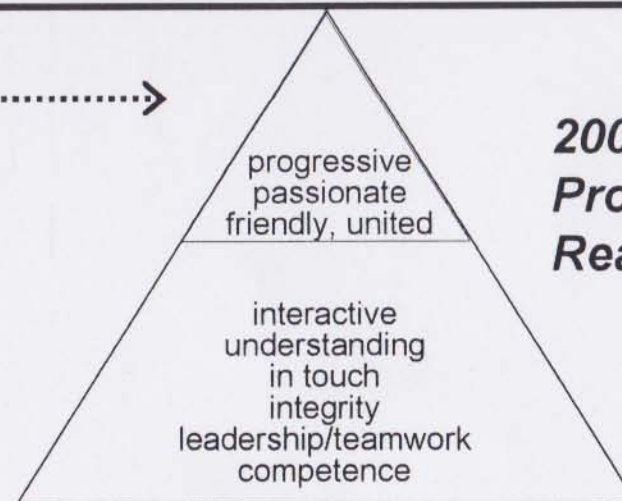
*I want a party
that
'REASSURES'*

HOPE

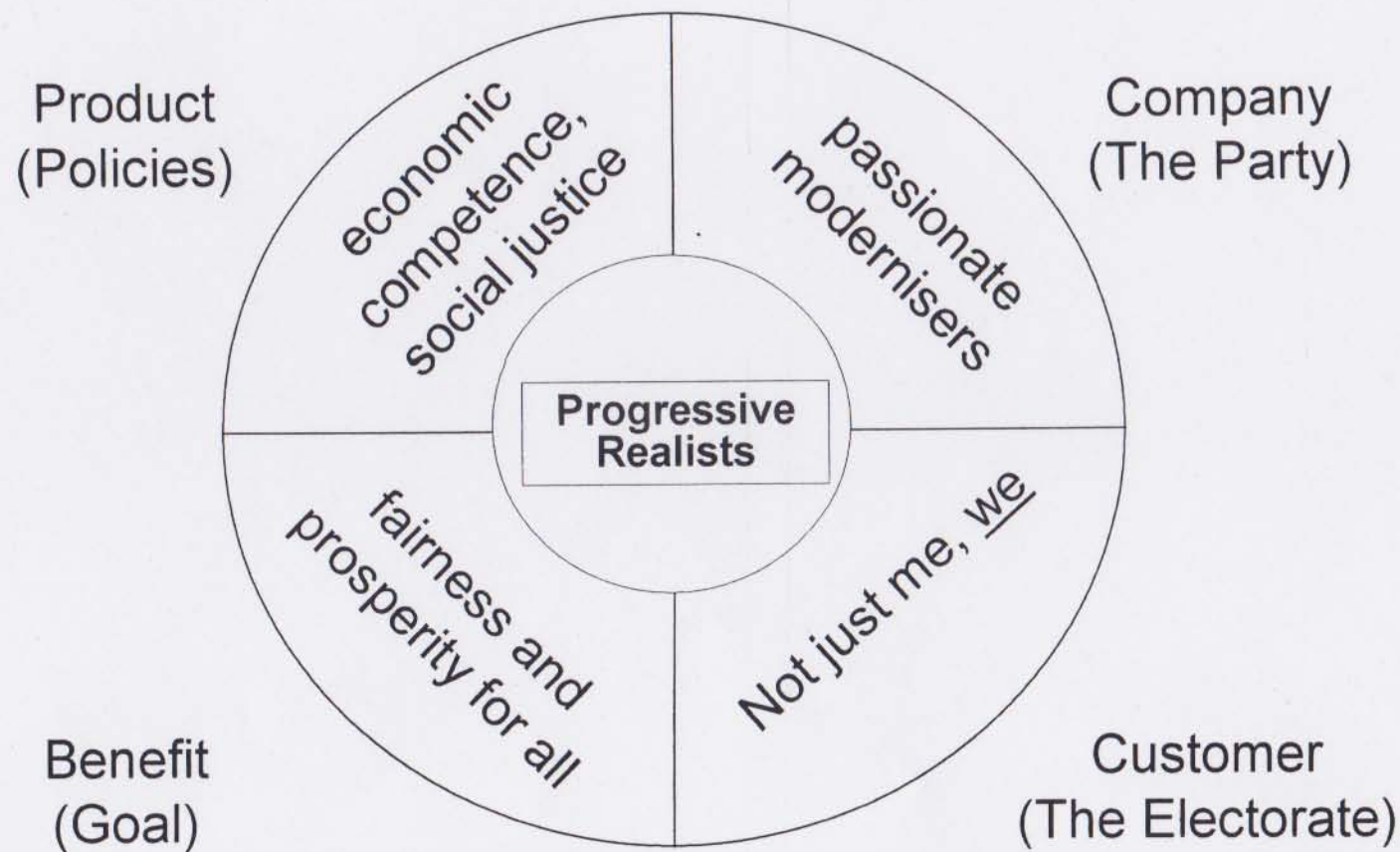
FEAR

**1997:
Progressive
Idealists**

**2005:
Progressive
Realists**



2005 New Labour brand model

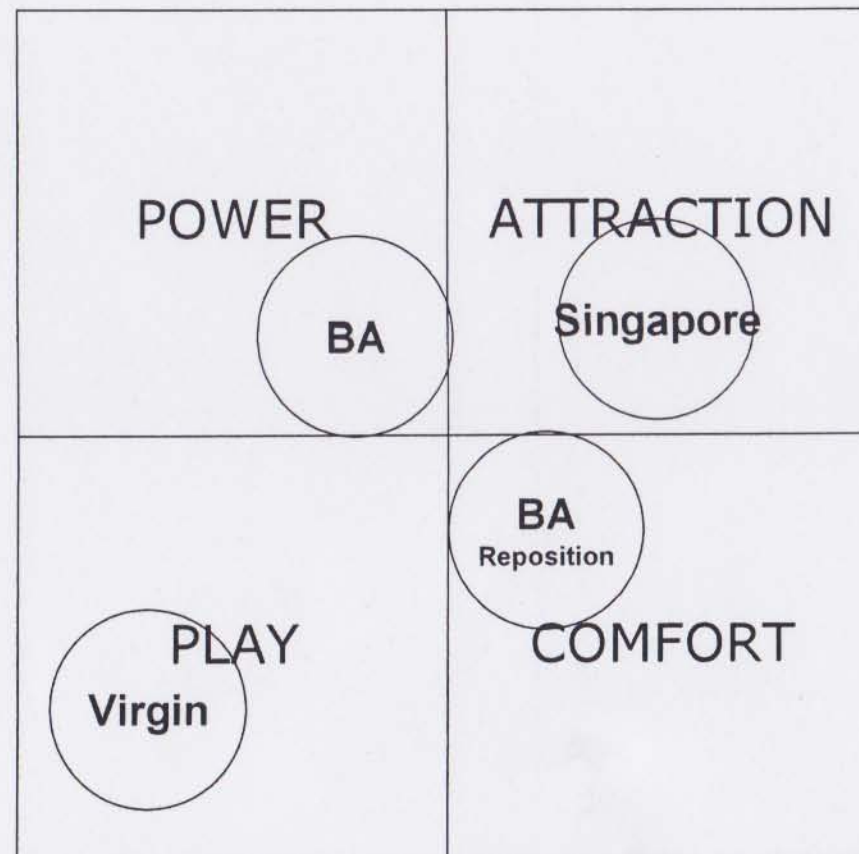


The Psychology of the Electorate for the Next Election

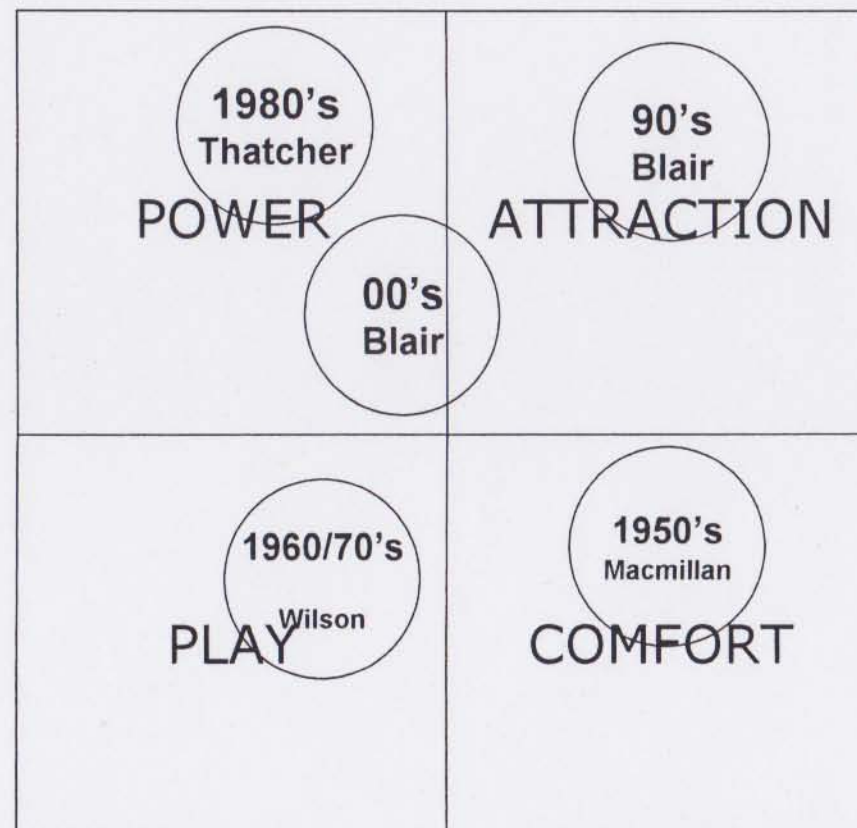
Do people want change?
What do people wish for?

1. Power
2. Attraction
3. Comfort
4. Play

How Do Brands Attempt to Satisfy The Four Wishes? Airlines:



Four Key Wishes and their Political 'Time':



Cameron?

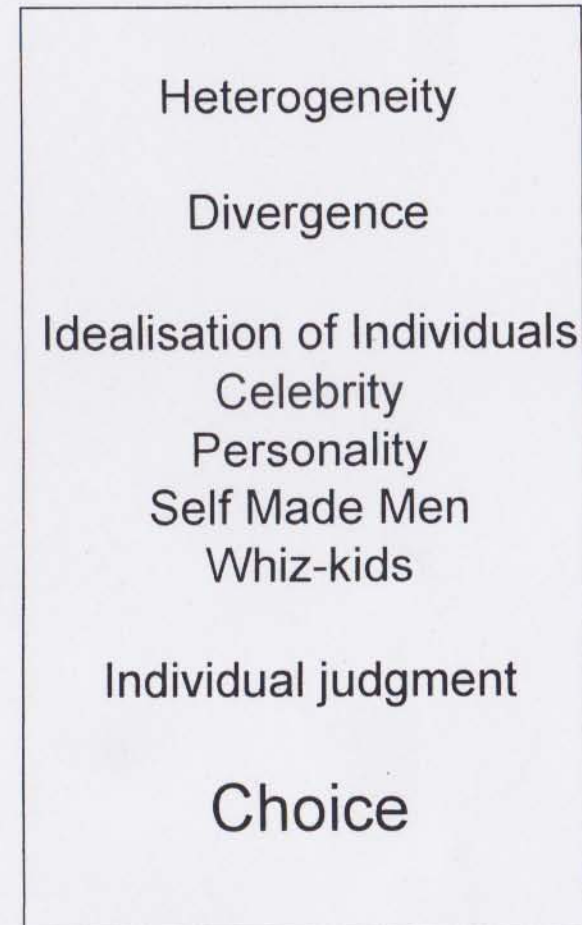
Brown?

The 'Megatrend' in British Society:

Dependency



Autonomy



How Do You Bind People Together in an Individualistic Age?

‘It is always possible to bind together a considerable number of people in love, so long as there are other people left over to receive their aggressiveness”

Freud, 1930, p.114

The Psychology of the 2005 Election

Attraction

Reconnection Strategy



Repulsion

The Psychology of the Next Election:



?



The New Battleground: the Brand View



Promise

Performance
Brand

Challenger
Brand




Promise

Performance Brands



Brown



Challenger Brands



Cameron

Performance Brands

Consistent on core purpose

Encourage experimentation

Establish big goals

Use their scale

Live their values

Focus on what matters most to customers

Challenger Brands

Disrupt habits

Jump on trends

Stand out

Exaggerate

Start a backlash

Seek early adopters

Performance versus Challenger: why does it matter now?

You can't ignore a challenger brand

The NL brand is in decline?

Cameron is rebuilding the Conservative brand

It takes time to refresh a brand

How Does A Performance Brand Defeat A Challenger Brand?

It performs

Focuses on reassurance

It's innovation is customer focused

It highlights the risk of defecting to the challenger

Promise

New Labour under Brown

Option 1.

Focus

TESCO

Every little helps

Option 2.

Reinvent

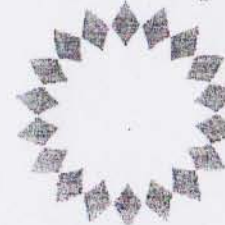


e-business

Option 3.

Visionary

bp



Promise